

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A process for enabling a visitor to make a criteria-based decision when browsing a website, comprising the steps of:

presenting a first set of one or more questions to the visitor on a webpage on a central processing unit that has a computer program product that is transmitted by an external network, said webpage is at the website, wherein the first set of one or more questions assist the visitor in determining what is missing with respect to a problem the visitor is seeking to solve regarding what is missing from a visitor's website;

presenting a second set of one or more questions to the visitor on a webpage at the website, wherein the second set of one or more questions assist the visitor in determining why the visitor is unable to adequately solve the problem with resources currently at the visitor's disposal; and

presenting a third set of one or more questions to the visitor on a webpage at the website, wherein the third set of one or more questions assist the visitor in determining whether an identified solution to the problem is acceptable to the visitor when compared to the visitor's criteria; and wherein a plurality of responses to determine what is missing with the visitor's website originate from actual research

on companies who complained that their websites are inadequate.

2. (original) The process as recited in claim 1, wherein the visitor's criteria include cultural norms held by the visitor.

3. (original) The process as recited in claim 1, wherein the second set of one or more questions is presented to the visitor in response to the visitor selecting a response to the first set of one or more questions, and wherein the third set of one or more questions is presented to the visitor in response to the visitor selecting a response to the second set of one or more questions.

4. (original) The process as recited in claim 3, further comprising the step of: presenting further details on the identified solution to the visitor on a webpage at the website in response to the visitor selecting the identified solution.

5. (new) The process as recited in claim 1, wherein the first set of one or more questions consists of the group of questions: What is preventing a visitor from having all their needs met with their current resources?; What would the visitor be willing to do differently to have a better chance to achieve their desired outcome?; How would they know what this site would help?; and What would they need to see on this site to get the outcome they are seeking?.

6. (new) The process as recited in claim 5, wherein the second set of one or more questions that determine why the visitor is unable to adequately solve the problem consists of the group of

questions: What is the visitor planning on walking away with on this website?; How would the visitor know they are successful in getting their needs met?; What is stopping the visitor from using what they already have and in not doing anything different?; and How would the visitor know it was time to do something different?.

7. (new) The process as recited in claim 6, wherein the third set of one or more questions that assist the visitor in determining whether an identified solution to the problem is acceptable consists of the questions in the group: How would the visitor know that the information/items/surfaces they are seeking from the cite would fit into their current environment?; What would the visitor need to see on the cite to know if the website's products would work for the visitor?; What would the visitor need to see from the seller if the visitor would trust the seller to make a purchase from?.